

# IRON COUNTY TOURISM PROFILE

County Indicator	2010	2011	2012	% Change 2011-2012	State Ranking
<b>DEMOGRAPHIC</b>					
Population	46,310	46,740	n/a	-	
Total Non-Ag Employment	15,092	15,162	n/a	-	
Non-Ag Avg Monthly Wage	\$2,288	\$2,319	n/a	-	
Per Capita Income	\$22,665	\$23,541	n/a	-	
Unemployment Rate*	9.9%	8.2%	n/a	-	
<b>SPENDING &amp; EMPLOYMENT</b>					
Spending by Travelers**	\$94,286,385	\$100,348,262	\$108,678,611	8.3%	
Travel & Tourism Related Employment	1,775	1,812	1,886	4.1%	
<b>TOURISM TAX REVENUES</b>					
Local Tax Revenues from Traveler Spending**	\$4,931,243	\$5,292,380	\$5,697,400	7.7%	
Transient Room Tax	\$839,377	\$843,708	\$908,439	7.7%	
Restaurant Tax	\$468,710	\$500,612	\$521,469	4.2%	
<b>Retail Sales</b>					
Gross Taxable Retail Sales	\$547,440,149	\$566,329,629	\$591,575,871	4.5%	
<b>REGIONAL VISITATION COUNTS</b>					
Zion N.P.	2,666,021	2,825,480	2,973,607	5.2%	
Bryce Canyon N.P.	1,285,490	1,296,000	1,384,173	6.8%	
Quail Creek S.P.	101,967	72,366	64,980	-10.2%	
Cedar Breaks N.M.	525,829	493,145	640,293	29.8%	
Grand Staircase-Escalante N.M.	700,000	739,248	761,532	3.0%	
Snow Canyon S.P.	321,752	344,915	535,870	55.4%	
Utah Shakespearean Festival	117,018	120,000	121,000	0.8%	

\* Several Counties have identical Unemployment Rates

\*\* GOPB methodology change for 2010 calculations

r = revised

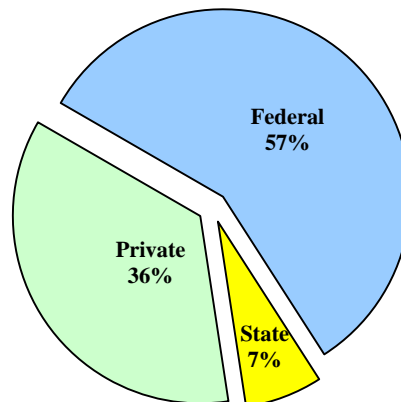
Land Ownership - 2012	% Total
<b>Total Acres in County</b>	<b>100.0%</b>
<b>Federal Government</b>	<b>57.5%</b>
BLM	45.6%
US Forest Service	11.5%
National Parks	0.4%
National Wildlife Service	--
Other •	--
<b>State Government</b>	<b>6.7%</b>
Utah State Parks & Recreation	0.0%
Utah State Wildlife Reserves	0.4%
State Trust Lands	6.3%
Other ••	--
<b>American Indian</b>	<b>0.1%</b>
<b>Private*</b>	<b>35.7%</b>

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

\*May include some local government land

**Land Ownership - 2012**



# Iron County Tourism Profile

